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ABSTRACT

A project had as its primary goal the development of a concept paper highlighting the relationships between vocational education, job creation, and economic development. Phase 1 (first year) was oriented toward determining a plan for conducting research: later phases will prepare curriculum and develop programs. Organizations and available resources in Illinois which promote job creation were determined by a survey of state agencies, local economic development groups, and chambers of commerce. Concept papers were prepared which synthesized the writing and research relating to job creation and vocational education; reports for this purpose were identified through nationwide computer searches. (For concept papers see Note.) A major accomplishment of the first-year work was a 130-page annotated bibliography of reference materials. The booklet, Job Creation: A Cooperative Process, containing stories of success of vocational education programs in job creation, was published. A plan for the next year of research was also developed. Dissemination activities were designed to distribute project products and a descriptive brochure. (YLB)

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# RELATIONSHIPS BETWEEN JOB CREATION AND VOCATIONAL EDUCATION

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June 30, 1980

CE 026 238

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FINAL REPORT

Contract Number: R-35-10-X-0434-328

Project Title: Relationships Between Job Creation and Vocational Education

Grantee Organization: Department of Vocational and Technical Education
University of Illinois at Urbana-Champaign
Urbana, Illinois 61801

Time Period Covered: September 22, 1979, through June 30, 1980

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ABSTRACT FOR FUNDING AGREEMENT WITH
ADULT, VOCATIONAL AND TECHNICAL EDUCATION

TITLE: Relationships Between Vocational Education and Job Creation

Project Director: Dr. Robert E. Nelson, Associate Professor of Vocational and Technical Education

Institution: University of Illinois at Urbana-Champaign

Location: 346 Education Building, University of Illinois at Urbana-Champaign, Urbana, Illinois 61801

Funding Period: September 22, 1979, through June 30, 1980

OBJECTIVES:

1. Determine organizations and available resources in Illinois which promote job creation.
2. Prepare a concept paper which synthesizes the literature and research relating to job creation and vocational education.
3. Prepare an annotated bibliography of reference materials relating job creation and vocational education.
4. Outline a procedure for determining vocational education priorities to assist in facilitating job creation.
5. Determine a long-range plan for conducting research relating to job creation and vocational education.

PROCEDURES:

1. Use a variety of activities to gather information about organizations and agencies which impact on job creation in Illinois.
2. Review the literature and research relating to job creation and vocational education.
3. Write a concept paper which highlights the relationships between job creation and vocational education.
4. Establish procedures for determining vocational education priorities relating to job creation.
5. Develop a plan for conducting research relating to job creation and vocational education.
6. Prepare a bibliography of relevant materials relating to job creation and vocational education.

CONTRIBUTION OF POTENTIAL IMPACT ON VOCATIONAL AND TECHNICAL EDUCATION

Before effective programs and appropriate curriculum can be developed to promote job creation and its interrelationships with vocational education, there should be a good understanding of the relationships between these concepts. In Illinois, the Department of Vocational and Technical Education has a unique opportunity to provide leadership in the areas of job creation and vocational education. Thus far, no state has focused its research efforts on job creation. Vocational and technical education in Illinois will benefit greatly from the outcomes of this proposed project. We will have a better perception of job creation. Future projects relating to job creation will have a solid basis for curriculum development and program development.

# INTRODUCTION AND OVERVIEW OF THE PROJECT

The project entitled "Relationships Between Job Creation and Vocational Education" was originated by Dr. Robert E. Nelson of the University of Illinois at Urbana-Champaign in collaboration with staff members of the Research and Development Section of the Illinois State Board of Education's Department of Adult, Vocational and Technical Education. The areas of job creation and economic development were recognized as being important to the vocational educator and one which had not been studied in depth in Illinois.

The project was initially visualized as taking three to five years. The first year would consist of survey of available information and materials with latter years being devoted to developing guidelines for use at the local level and for dissemination of materials developed throughout the state through mass mailings, workshops, and presentations to appropriate groups upon request.

This report is of the first year's efforts and points toward plans for the second and subsequent years. The initial stage was one of defining the scope of the project and developing the instruments to be used in future stages of the project.

The project staff wishes to acknowledge the insight, the genuine interest in the area of job creation as it relates to vocational education, and the helpful assistance provided by Dr. Ronald D. McCage, Manager, Research and Development Section, Department of Adult, Vocational and Technical Education and by Ms. Nona Myers, our contract administrator.

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Robert E. Nelson
Project Director
August 1980

## NARRATIVE DESCRIPTION OF THE PROJECT

### Principal Goals of the Project

This project had as its primary goal the development of a concept paper which would highlight the relationships between vocational education, job creation, and economic development. The first phase of the project was oriented to determining a plan for conducting research relating to the relationships between job creation, vocational education, and economic development. The second phase of the project has been determined by the outcomes of this initial phase.

### Staff Qualifications and Facilities

Major responsibility for the project was assumed by the project director, Robert E. Nelson. Other staff members included Pauline Peverly, a Visiting Educational Specialist, who served as Associate Project Director, and a graduate research assistant. Dr. Nelson has had extensive experience in entrepreneurship and small business development as well as directing several research projects in these areas.

The University of Illinois project staff for this project were housed in facilities occupied by the College of Education. All of the University facilities were available to the project staff which was of invaluable assistance in accomplishing the project objectives. The resources of particular value to this project included:

-- University of Illinois Library

-- Bureau of Education Research, Dr. Rupert Evans, Director

-- ERIC, Educational Resources Information Center

-- OVER, Office of Vocational Education Research, Dr. Tim Wentling, Director

Rationale for the Project

People are the most valuable resource within the State of Illinois. There appears to be a strong linkage between the training, attitudes, and goals of people and the level of economic growth within the State of Illinois. An essential ingredient in the economic growth of any state or any country is the key individuals who promote change and development. These persons may be called entrepreneurs. An entrepreneur may be defined as a person who can identify needs within the environment, gather resources to meet these needs, and implement action to satisfy these needs.

Entrepreneurs have the potential to spark and sustain economic growth. It is primarily through their actions that economic growth and job creation is possible. It may be better for government to support entrepreneurs rather than to try to carry out entrepreneurial functions or to replace entrepreneurial actions with bureaucratic actions. Abraham Maslow, a psychologist known for this theory regarding human needs, indicated that the most valuable hundred people to bring into a deteriorating society would not be economists or politicians or engineers, but rather a hundred entrepreneurs.

Entrepreneurship education (job creation) is an essential factor, both as a means of generating employment and as a means of encouraging economic growth. A UNESCO study on "The Economics of Education" estimated that

> "Less than fifty percent of a country's economic growth can be attributed to increases in capital, labor, and land and other factors of production. The residual factors such as infrastructure, education, and entrepreneurship provide the remaining impetus to economic development."

In Illinois, there is a growing problem of businesses leaving the state for other locations. No longer is there an influx of large-scale business and manufacturing organizations. This problem situation must be looked at realistically and solved in the near future if Illinois is to remain one of the leading states in economic terms.

The small business sector in the State of Illinois can have a major impact on economic development. Small, independently-owned and operated businesses have always played a vital role within Illinois and within the United States.

> "Small business, after all, is a national resource of enormous proportions, providing the livelihood for a hundred million Americans and comprising ninety-seven percent of all businesses, which creates forty-three percent of the gross national production."[1]

Because of the enormous potential impact of the small business sector, government policies which promote private entrepreneurial initiatives and the creation of new jobs will play an important role in future economic development of the State of Illinois. To achieve these goals, government policies may encourage training programs at all educational levels. These education and training programs will be designed to develop the vast human potential for entrepreneurship which exists in the State of Illinois.

Vocational education has been very succesful in fulfilling its traditional role providing skilled training to prepare people for existing jobs. The focus of vocational education programs has been on the preparation and development of job seekers (employees).

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[1]Vernon Weaver, administrator, U.S. Small Business Administration, statement before the Senate Small Business Committee, March 1977.

> "However, vocational education has not been involved in exploring new concepts beyond the traditional role of preparing students for available jobs. It has not realized its full potential in the whole area of job stimulation and job creation."[2]

Vocational education had not paid much attention to the relationships between job creation and economic development. People who create their own employment and become self-employed are absolutely essential to the economic vitality in any community. Entrepreneurs are the principle innovators of change and growth. Governments are discovering the essential role of entrepreneurs who create employment opportunities not only for themselves but for other people as well.

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[2]Preparation for Self-Employment, The National Advisory Council on Vocational Education, 1979, p. 1.

## ACCOMPLISHMENTS DURING THE FUNDED PERIOD

### Objectives and Degree of Accomplishment

The following objectives relate to the primary goal of understanding the role of job creation and vocational education in facilitating the economic development within the State of Illinois. In addition, these objectives will serve as an initial phase of a total program in Illinois to conduct research, prepare curriculum, and develop programs in vocational education which will facilitate job creation and economic development.

Objective 1. Determine organizations and available resources in Illinois which promote job creation.

This was accomplished by two methods. First, many people throughout the state, both local and state-level, were contacted as to the existence of programs in the areas of vocational education, economic development and job creation. During this process and as a result of interest expressed in the project, people were asked to serve on the Advisory Committee to the project. Though the Committee has not met on a formal basis, it has been established with fourteen members. The committee is comprised of state officials, project representatives, local education officials and representatives. (A list of advisory members is included in Appendix A.)

A survey of state agencies, local economic development groups and chambers of commerce is underway. The results are presently in the process of being tabulated and analyzed. This survey is directed toward locating available resources within the state and identifying the goals of various agencies in relationship to job creation.

Objective 2. To prepare a concept paper which synthesizes the writing and research relating to job creation and vocational education.

The concept papers have been developed and published as a compilation of papers from authors in various areas of vocational education. The major paper was prepared by Dr. Krishan K. Paul, Director of the Economic Development Project of the American Vocational Association. Other papers were prepared by the director and associate director of the project. Faculty members from the Department of Vocational and Technical Education of the University of Illinois contributed papers on the role of job creation as it related to health occupations, home economics, agriculture, CETA programs, and special needs programs. Outside consultants furnished papers in the area of job creation and business education and a look at the role of job creation in three specific communities.

A nationwide search was made for materials. The following computer searches were made:

| Type | # of citations |
|---|---|
| ERIC | 53 |
| NTIS | 50 |
| Abstracts of Business Information | 46 |
| Managements Contents | 28 |
| Social Science Citation Index | 15 |
| Smithsonian Scientific Information Exchange (ongoing current research not yet published) | 10 |
| | 202 |

A search of the Dissertation Abstracts was made and 15 citations made.

A request was made through the National Network for Curriculum Coordination in Vocational and Technical Education (NNCCVTE) for materials identified as follows:

"Define relationship between job creation, vocational education and econmic development -- entrepreneurial materials

anyone working in this area, models, etc."

Twenty-one responses were received. Four included lists of people and/or materials that pertained to our topic. Though much material was later found to be available, it would seem that it is presently being stored and compiled under different descriptors.

Objective 3. To prepare an annotated bibliography of reference materials relating to job creation and vocational education.

A major accomplishment of the project's work for this first year was the 130-page publication which resulted from the extensive searches made of literature. It is bound in a loose leaf form so that inserts may be made each year as continuing review of materials is anticipated. Many of the more current materials were not found in the library but obtained from various state and federal agencies.

The materials annotated include library materials; textbooks used in the areas of economics and vocational education; and reports and publications received directly from local, state, and federal agencies and special programs.

Objective 4. To outline a procedure for determining vocational education priorities to assist in facilitating job creation.

It was originally thought that by studying several communities in depth it would be possible to determine priorities of vocational education to assist in facilitating economic development. Two difficulties were encoun-

tered. The first was how to identify areas of successful economic growth and the second was finding onsite people with the desired background who could contribute the necessary time to undertake an indepth study of all the factors involved in the community. Two case studies were made of communities in central Illinois.

In lieu of these indepth studies, several successful programs were identified and local people developed "success stories" of these programs. An attempt was made to identify programs in all levels of vocational education and in all parts of the state. These short cases were published under the title, Job Creation: A Cooperative Process. This booklet will be used to encourage interest in the role of vocational education in job creation.

Objective 5. To determine a long-range plan for conducting research relating to job creation and economic development.

The magnitude of this research has not been fully defined at this stage. One of the difficulties encountered in this project was narrowing the scope of research to manageable proportions. A plan for the next year of research was developed which calls for a definitive long-range research plan to be made.

Major Activities and Events

Much time and energy was used in defining the scope of this research and the feasibility of various alternative activities. Telephone interviews of people at local, state and national levels led in many directions. By mid-point in the project term it was necessary to revise the proposal, considerably narrowing the scope of the original research proposal.

Presentations of the project were made to the Economic Development and Jobs Committee of the Illinois Employment and Training Council and to an ad hoc committee of representatives from DAVTE, DCCA, and Illinois Chamber of Commerce.

The project monitor visited the National Center for Research in Vocational Education at Ohio State University and the American Vocational Association to coordinate our efforts with the national project and to avoid duplication of work that had already been done in other parts of the country. This coordination and collaboration with the national project was further strengthened by a visit to the AVA headquarters by the project director.

The Associate Project Director attended the second Annual Conference on Community and Economic Development sponsored by the Department of Commerce and Community Affairs. This gave the project personnel a good operational perspective of the processes of economic development and job creation, particularly as it applied to community development.

There was a great deal of material to be reviewed and absorbed before recommendations could be made as to the appropriate role of vocational education in job creation and how it could be developed. Ordering materials, reviewing materials, annotating materials, and synthesizing information required much time.

Special Problems

A wealth of material exists in the areas of job creation and economic development written from the economist's point of view. Much less was available from an educational point of view or that indicated the role of vocational education and training in this process. Information often was not widely published and/or disseminated. It was necessary to contact

many agencies at the local and national level to obtain needed materials. Many materials were obtained that were not relevant to this project.

Identifying appropriate researchers to act as consultants to the project was a time-consuming and difficult task. Consequently, it was necessary to extend deadlines for receipt of papers and, therefore, publications of research results were later than anticipated.

Job creation is a term that is relatively new in the field of vocational education. Even in those programs where job creation resulted, administrators and staff members often were not identifying what they were doing as job creation. In some cases, both within the educational system and in the business environment, the job creation process was viewed as inappropriate for vocational education.

## DISSEMINATION ACTIVITIES

### Tactics of Dissemination

A brochure describing the Job Creation project and its goals for 1980-81 was developed and printed. It explains the relationship to the national project funded by the American Vocational Association. The first announcement of the Job Creation Workshop to be held in March 1981 in Champaign-Urbana is also made. This brochure is being disseminated widely within the state to high schools, area vocational centers, community colleges, universities, chambers of commerce, state and local agencies involved in education and economic development. It will also be sent to persons, agencies, and institutions outside Illinois who request information about the Illinois project.

An extensive annotated bibliography of the reference materials has been done. Not included in this bibliography though were articles in journals and unpublished materials. Five hundred copies will be delivered to DAVTE personnel and made available at the Job Creation Workshop.

Five thousand copies of Job Creation: A Cooperative Process have been prepared for dissemination within the state and to the participants of the workshops as well as to people outside the state who request information about the project. This publication showcases several existing vocational education programs within the state of Illinois that are presently contributing to the job creation process.

The concept paper is a collection of papers written by people associated with the project as well as consultants contracted to address the role of specific areas of vocational education in the job creation process. Five hundred copies will be made available at the Job Creation Workshops and to DAVTE personnel for dissemination to researchers in the area of vocational education and job creation.

Recipients of Dissemination

It was necessary to create a variety of publications to widen the base of dissemination. Local educators and community officials in Illinois were indended to be the primary target of the Job Creation: A Cooperative Process, while the Concept Papers and Annotated Bibliography were designed for researchers; the brochure describing the project was designed for wide dissemination, particularly within the state of Illinois. The Concept Papers and the Annotated Bibliography were developed for researchers in the field.

Job Creation: A Cooperative Process and the brochure were designed to promote the project throughout the state at the local level and to encourage participation and input from the local level. Local educators and local people involved in job creation and economic development are the primary recipients of these publications.

## CONCLUSIONS AND RECOMMENDATIONS

During this first year much information has been gathered and many contacts with experts in the area of economic development, job creation, and vocational education have been made at local, state, and national levels. In the coming year the project will be more activity-oriented. A compilation of the survey of state agencies will be made and the information synthesized. Workshops to disseminate information about job creation and its role in vocational education are planned. These workshops will also serve as means of indentifying areas in the state for indepth study. Technical assistance to communities seeking it will also be offered during this year.

The following recommendations are made as a result of this phase of the project:

1. A greater effort must be made to involve local people.
2. Entrepreneurship education should be fostered at all levels of vocational education.
3. A continued review of literature should be made.
4. The work within the state of Illinois should be coordinated with the national project of AVA.
5. Successful job creation programs at the local level should be identified and studied.

## APPENDIX A

### Advisory Committee For Job Creation Project

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